



EarthDade Report

1st Quarter

March 20, 2006 – June 1, 2006



What EarthDade set out to do

- Unify Miami-Dade County “green” efforts under a common theme
- Raise public awareness of County ecological efforts
- Teach community to think “green”
- Encourage public’s participation in activities that support the environment and conserve resources





Our purpose

- **Model responsible environmental behavior**
- **Educate community on importance of conservation and available County resources**
- **Help preserve and improve quality of life**



Why the call to action?

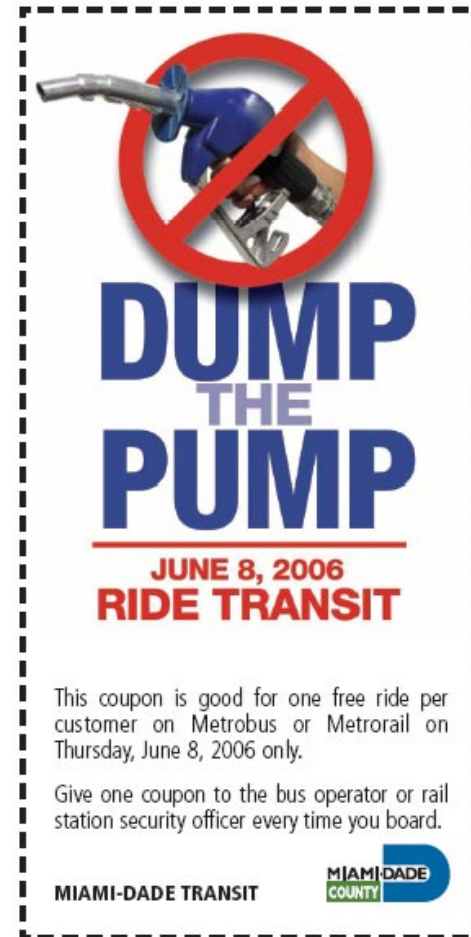
- **Loss of tree canopy**
 - 12,000 trees lost last hurricane season in Miami-Dade Parks – 30% of total canopy
 - 3,800 County-planted trees damaged/removed
 - 7,000 stumps removed countywide
- **Environmental crimes such as illegal dumping on the rise**





How we began

- **Event highlights**
 - March 21st kickoff event featured displays from more than a dozen County departments
 - “Free Ride” coupon from Transit
 - More than a dozen environmentally-themed activities, including beautification projects, education fairs and community clean-ups





What we are doing

- Education & Outreach
- Integrated approach
- Legislation
- Publicizing success
- Enforcement



www.miamidade.gov/earthdade

What we are doing

- **Education & Outreach highlights**
 - All age groups targeted
 - Braddock High School mural contest
 - 200+ trees to seniors through Adopt-a-Tree elderly program
 - 5,000+ free trees adopted at two Adopt-a-Tree events



What we are doing

- **Education & Outreach highlights**
 - MiamiDade.gov/earthdade launched
 - Highlighted in employee newsletter
 - 500+ patrons visited Everglades art exhibit at West Kendall Regional Library
 - Library offered games, websites, tips and booklists made available at kick-off week display





What we are doing

- **Integrated approach**
 - Collaboration between Miami-Dade County and cities across the country.
 - www.miamidade.gov/earthdade will be included on their websites.
 - Miami-Dade County will place Web addresses of appropriate environmental websites of other areas across the country.

What we are doing

- The Office of the Chair will request the allocation of \$200,000 to the Miami-Dade Police Department's Intergovernmental Bureau's Illegal Dumping Unit.
- Illegal Dumping Community Awareness Task Force (CATF) created to combat the increasing amount of illegal dumping, foster a better quality of life and reduce taxpayer burden in Unincorporated Miami-Dade County.
- CATF improves public awareness and involvement.

What we are doing

- **EarthDade Legislation**

Illegal Dumping Task Force (CATF)

- Began a public dialogue on dangers of illegal dumping.
- Worked with Miami-Dade County School Board to create educational programs explaining the dangers of illegal dumping.
- Encouraged residents to use 311 to report illegal dumping
- Proposed stiffer penalties for illegal dumping.

E-85 Resolution

- Directed County Manager to conduct a feasibility study to evaluate the cost savings in using E-85 or Ethanol or alternative fuel source for Miami-Dade County fleet.

What we are doing

- **EarthDade Legislation**

Tire Disposal Fees

- Included in the State Legislative Package a resolution to recapture funds derived from tire disposal fees to the communities where the funds are collected
- Funding source lost in 2001 when Florida Legislature mandated the funds be awarded to counties with a population of less than 100,000 residents.

Five-year Water Plan

- Implemented by the Miami-Dade Department of Water and Sewer to improve the County's current level of water use efficiency.
- Addresses the water demands for Miami-Dade County in the future.
- MDWASD will evaluate the plan on a annual basis and provide a report to the South Florida Water Management District within six months following the previous year of implementation.

What we are doing

- **Showerhead Exchange Program**
 - Miami-Dade Water and Sewer Department will exchange residents' showerheads for more streamlined, cost-effective "Low-Flow" showerheads
 - Showerheads help residents save both water and money by decreasing by 50% the amount of water used by most people in the shower.
 - Reduces water bill as well as sewer and energy bills.
 - Since March 20, 2006, more than 3,000 showerheads have been distributed. Of those, more than 2,000 have been given in exchange for Large Volume showerheads.



What we are doing

- **Enforcement highlights**
 - 32 felony arrests;
16 misdemeanor arrests
 - 57 citations
 - \$32,000 in fines
 - 100 vehicles recovered from waterways
 - In the five first months of the 2006 calendar year, the Department of Solid Waste Management has collected 80% of the total tons collected during the 04-05 fiscal year..





What we are doing

- 311 Answer Center added in March a new service to track reports of illegal dumping
- 3,400+ illegal dumping service requests since March 19th, 2006
- 72% already closed out



We answer... to you



What we are doing

- **WET in the City – Water Education for Teachers – to be incorporated into All Star After School program**
- **\$100K contribution from Community Image Advisory Board (CIAB) to reforest hurricane-affected parks throughout the County**



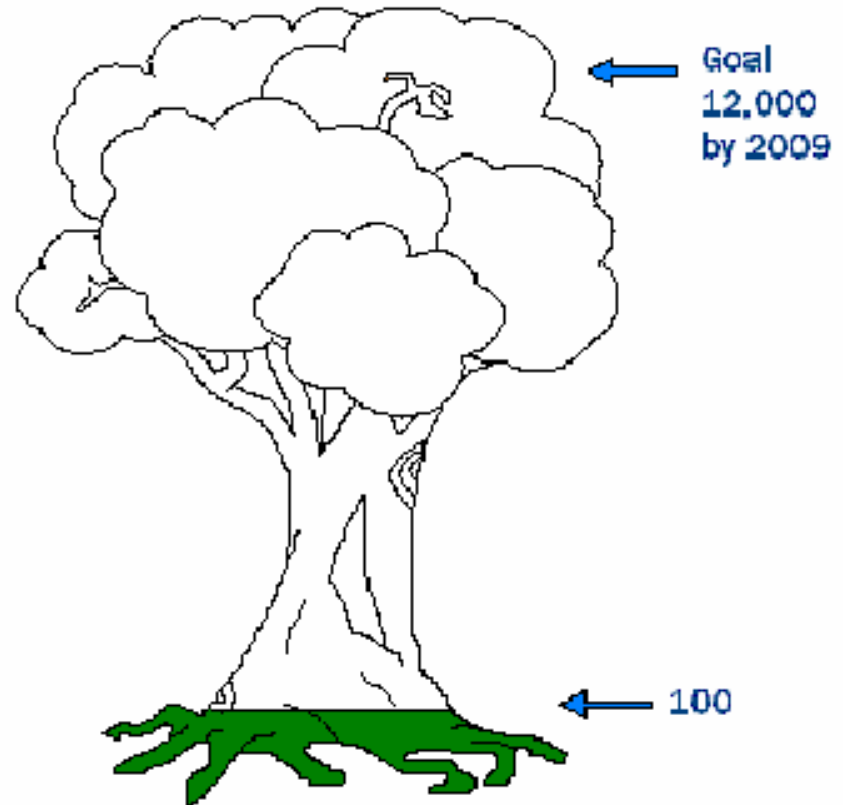
What we are doing

- Memorandum of Understanding between State and lodging industry on water conservation was passed by the Infrastructure and Land Use Committee.
- October kickoff of H₂O Five-Year Plan public education campaign.
- Team Metro planning more paint-out, beautification and educational events



What we are doing

- Parks to be reforested in about 3 years.
- CIAB contributed \$100,000 to assist in the reforestation of parks countywide.
- Of 12,000 trees lost in County parks, 100 have been replaced.
- Total restoration of the canopy in County parks lost should take 15-20 years.
- Adopt-a-Tree will give out 13,000 to 15,000 trees by end of 2006.
- Three more roads slated for adoption through Adopt-a-Road project.



Parks Department

What we want

- **More of everything!**
 - Enforcement, Events, Education
 - More advertising
 - More sponsors
 - More involvement

EarthDade

**Let's keep Miami-Dade County
“green” together!**